



Approved Audits/Apps committee  
6/23/08

Approval Requested:

**XXX Final**

Preliminary

ORGANIZATION NAME ..... Flathead CVB  
PROJECT NAME ..... Press Trips  
APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
DATE SUBMITTED ..... July 30, 2008

#### Project Overview

The Flathead CVB will identify and host writers/photographers on individual press trips developed to their editorial needs. Targeted publications include regional newspapers, magazines and electronic media, as well as niche publications that support the targeted demographics listed in our marketing plan. Efforts will also be made to co-op with FCVB members, Whitefish CVB, Glacier Country and Travel Montana were available and financially feasible.

The FCVB would like to request **FINAL APPROVAL** to host a travel writer, Ken Freund, for dinner on Thursday July 10<sup>th</sup>. This is a cooperative project with Glacier Country. Here is the trip itinerary:

#### **Yaak Motorcycle Vertical Tour** **July 9 – 13, 2008**

##### Wednesday, July 9

2:09 PM: Arrive at Missoula International Airport.  
3 PM: Check into Holiday Inn, Missoula Downtown.  
4 PM: Tour of downtown Missoula with Missoula Downtown Association.  
6:30 PM: Dinner at Riverbend Restaurant.

##### Thursday, July 10

8 AM: Breakfast at Holiday Inn.  
9 AM: Depart Missoula for Polson by way of Seeley Lake/Bigfork  
NOON/1 PM: Lunch at Double Arrow Resort Golf Course in Seeley Lake.  
Overnight at Best Western Kwa Taq Nuk Casino & Resort.  
**7 PM: Dinner in Polson at Ricciardi's Italian Seafood House, Hosted by the FCVB**

##### Friday, July 11

8 AM: Breakfast in Polson, Jocko's Restaurant.  
NOON: Lunch at Happy's Inn.  
7 PM: Dinner in Eureka at Café Jack's is open for Italian dinner on Friday's.  
9 PM: Overnight in Eureka at Grave Creek Cabins, located 9 miles south of Eureka.

##### Saturday, July 12

8 AM: Breakfast in Eureka, Café Jacks.  
9 AM: Depart Eureka for Heron, via Libby, Yaak and Troy—approximately 193 miles.  
NOON/1 PM: Lunch at The Dirty Shame.  
5 PM: Check into accommodations at Amber Bear Inn.  
7 PM: Dinner at Amber Bear Inn.

##### Sunday, July 13

8 AM: Breakfast at Amber Bear Inn.  
9 AM: Depart Heron for Missoula—approximately 152 miles.  
NOON/1 PM: Lunch at Whistle Stop Café in Paradise.  
7 PM: Dinner at Finn Porter, Missoula.  
Overnight in Missoula, Holiday Inn at the Park.

#### Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

#### **Flathead Convention & Visitor Bureau**

15 Depot Park, Kalispell, MT 59901  
Phone: 406-756-9091 Fax: 406-257-2500  
[fcvb@fcvb.org](mailto:fcvb@fcvb.org) [www.montanaflatheadvalley.com](http://www.montanaflatheadvalley.com)

*These objectives support the following marketing goals:*

- *Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons*
- *Increase visitation & length of stay among resident and non-resident travelers.*
- *Incorporate Travel Montana's branding initiative into our marketing efforts.*
- *Incorporate the statewide tourism Strategic Plan into our marketing efforts.*

#### **Support of the FCVB Marketing Plan**

1. Increase awareness of the Flathead Valley as a year-round destination.
2. Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
3. Incorporate Travel Montana's branding initiative into our marketing projects.
4. Incorporate the statewide tourism Strategic Plan into our marketing efforts.

#### **Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

#### **Method of Project Evaluation**

- Quantifiable lead generation

#### **Budget**

Public Relations: Press Trips

Meals.....\$100

**Total Budget** **\$100**